



Paige Yocom’s background in marketing and public relations (PR) provides her a unique understanding of communication and problem solving. Her writing skills and creative background have enabled her to create unique effective marketing strategies in corporate settings. In addition to her marketing experience, Paige has worked with cities and local governments as the public involvement individual to gain trust with the public. She brings value to the team because of her industry background.

Her natural communication abilities and sharp skill set, enable her to build and maintain strong relationships with stakeholders, the public and her clients. Through her dedicated practice, Paige helps bring optimism to the face of any difficult challenge.

RELEVANT EXPERIENCE

East Layton Pipeline Replacement | Weber Basin Water Conservancy District (September 2018-Present) Paige has supported the easement acquisition efforts on this East Layton Pipeline rehabilitation project in Layton that spans across neighborhoods and reservoirs and has led the public involvement campaign. She has had significant interaction with property owners to negotiate and draft agreements that include temporary easement and improvements. These efforts ensure the project moves forward on schedule and property owners are informed. Through the project, Paige has been the main contact for public outreach and first responder to a hotline where people call with any questions or concerns. She emails weekly updates and responds to stakeholders within a timely manner.

Shepard Lane & Sunset ROW | Kaysville City (October 2018-Present) Paige supported the right-of-way acquisition efforts on this road revitalization project in Kaysville City and has led the public involvement campaign. She has been meeting one-on-one with property owners, to negotiate and draft agreements which include temporary easements, roadway improvements and the cost of project. These efforts have helped property owners to be informed and aware of the project. Paige has maintained a database which tracks property contact information and interactions. She also maintains a GIS database map for tracking stakeholder meetings and negotiations. With a hotline number in place, she is the main contact throughout the construction of the project and will continue to work directly with residents until the end of construction (expected to be late fall of 2019). Paige has been representing the City and has resolved conflict to maintain the City’s strong reputation and obtain public support for this important project.

Hooper 4700 West Phase 1 & 2 ROW | Kaysville City (September 2018-Present) Paige has assisted in the Right-of-Way acquisition process during the Hooper 4700 West project. The project includes a full reconstruction of the roadway, along with an upgraded water and sewer system. She has worked one-on-one with residents to negotiate and establish an agreement between stakeholders and the City. Paige has tracked and maintained a database which includes stakeholder contact information. She will be one of the main contacts for the project and will see the project throughout the duration of construction.

Education

B.S., Communication, Public Relations & Advertising – *Emphasis in Marketing*
Weber State University, 2018

Experience

Project Associate
The Langdon Group
Kaysville, UT
September 2018 – Present

Public Involvement Specialist/
Marketing Coordinator
CRS Engineers
Farmington, UT
August 2017- September 2018

Community Relations Intern
Fidelity Investments
Salt Lake City, UT
July 2016-August 2017



D&W 1300 North Transmission Line: Phase 1 & 2 | D&W (September 2018-February 2019) Paige has assisted in the D&W 1300 North Transmission Line project. The project goes through both Clinton and Sunset cities. Along with delivering informational fliers to affected stakeholders, she attends weekly construction meetings and coordinates with project team to be accurate while communicating with the public. She is transparent with stakeholders and is able to make people feel like they have a voice during construction.

SR-30 to the Wyoming State Line | Utah Department of Transportation (UDOT) (January 2018-September 2018) Paige provided public involvement support during construction for the stakeholders and commuters on the SR-30 to the Wyoming state line project. Coordinating with the contractor, Paige was able to effectively communicate road closures and delays with landowners and travelers. Along with project coordination, Paige managed the project hotline, emails and phone calls, which was documented and reported to project managers on a regular basis. She wrote weekly project updates and provided a detailed report at the close of the project. Paige managed the project from start to finish, coordinating with both UDOT and the contractor.

500 West Extension & Improvements, EA | Clearfield & Syracuse Cities (March 2018-September 2018) Paige coordinated with various stakeholder and business owners on potential impacts for the 500 West Extension and Improvement project during the environmental assessment stage. She collaborated with city members to understand the project and then met with individuals to review road designs and collect data for the environmental study. Paige informed landowners of the preliminary design. She hosted an open house for residents to see the partial design and to collect comments from stakeholders. Also, she delivered flyers to individual landowner's homes and businesses. Paige coordinated one-on-one interviews with stakeholders to gather important information from those who potentially could be affected. She was able to sympathize with stakeholders and alleviate their concerns.

Bluff Road and Gentile Street | Syracuse City (March 2018-August 2018) Paige served as the prime contact for the Bluff Road and Gentile Street Roundabout project for Syracuse City. She worked directly with the public to communicate project updates and changes. She facilitated the involvement of several stakeholders. The project directly impacted various landowners. To coordinate this, it involved multiple phone calls, in-person meetings and emails. Paige was able to connect with landowners, making the project an overall smooth process.



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Project Associate – Kaysville, Utah